

Message Text

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ACTION ARA-10

INFO OCT-01 ISO-00 CIAE-00 EB-07 INR-07 LAB-04 NSAE-00

PA-02 SIL-01 USIA-15 PRS-01 /048 W

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R 201415Z MAR 75

FM AMCONSUL GUAYAQUIL

TO FLOYD WHIDDON OR GEORGE KULSTAD

INTERNATIONAL BUREAU

FLORIDA DEPARTMENT OF COMMERCE

107 WEST GAINES STREET

TALLAHASSEE, FLORIDA 32304

INFO AMEMBASSY QUITO

SECSTATE WASHDC 3309

USDOC WASHDC

UNCLAS SECTION 1 OF 2 GUAYAQUIL 482

USDOC PLEASE INFO JACKSONVILLE DISTRICT OFFICE

E. O. 11652: N/A

TAGS: BEXP, EC

SUBJ: IV GUAYAQUIL INTERNATIONAL TRADE FAIR - US PAVILION

1. WE HAVE LEARNED VIA BILL DUKE OF THE MISSISSIPPI MARKETING COUNCIL ABOUT THE STATE OF FLORIDA'S POSSIBLE INTEREST IN ARRANGING AN EXHIBIT AT THE IV GUAYAQUIL INTERNATIONAL TRADE FAIR THIS FALL. WE WILL NEED AN EARLY DECISION FROM YOU RE THE EXTENT OF FLORIDA'S EXPECTED PARTICIPATION. THE FOLLOWING IS INTENDED TO GUIDE YOU IN MAKING YOUR DECISION.

2. FAIR DIRECTOR GENERAL FERNANDO LEBED S. HAS ASKED FOR LIST OF EXPECTED STATESIDE EXHIBITORS, INCLUDING AMOUNT OF SPACE DESIRED, BY APRIL 15, ALTHOUGH WE BELIEVE THAT HE WILL WAIT UNTIL MAY 1 FOR FINAL ANSWER IF NECESSARY. AFTER THAT HE WILL BEGIN TO COMMIT SPACE TO LOCAL DISTRIBUTORS FOR U.S. FIRMS ALREADY REPRESENTED HERE, AMONG WHICH INTEREST IS ALREADY HIGH. WE SHOULD ALSO RECEIVE AT SAME TIME 20 PERCENT DEPOSIT ON BOOTH PRICE QUOTED

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BELOW OR, FOR OUTSIDE EXHIBITORS, BASED ON ESTIMATED SURFACE

DISPLAY AREA REQUIRED, TO ENSURE PRIORITY CONSIDERATION FOR AVAILABLE SPACE. IF RESERVATION CANNOT BE CONFIRMED, CHECK OR CHECKS WILL BE RETURNED LATER.

3. FOLLOWING IS IMPORTANT DATA FOR YOUR CONSIDERATION:

A. DATE OF FAIR: SEPTEMBER 26 - OCTOBER 12, 1975

B. PRODUCTS WE WISH TO EMPHASIZE (ALTHOUGH OTHERS WILL BE CONSIDERED): PRINTING AND GRAPHIC ARTS EQUIPMENT; BUSINESS SYSTEMS EQUIPMENT; ALL TYPES AGRICULTURAL MACHINERY AND RELATED EQUIPMENT AND SUPPLIES (INCLUDING IRRIGATION EQUIPMENT); FOOD PROCESSING AND PACKAGING MACHINERY; METALWORKING AND FINISHING EQUIPMENT; ELECTRICAL GENERATORS AND SWITCHING EQUIPMENT; FISHING AND FISH-PROCESSING EQUIPMENT; CONSTRUCTION EQUIPMENT; AND VEHICLES AND MATERIALS HANDLING EQUIPMENT FOR USE IN PORTS. OTHER MARKETABLE PRODUCTS, BUT MORE LIMITED IN POTENTIAL SALES, ARE: CHEMICAL PROCESSING EQUIPMENT (ESPECIALLY THERMOPLASTICS AND PETROCHEMICAL PROCESSING); COMPUTERS AND RELATED EQUIPMENT; AND AUTOMOBILE DIAGNOSTIC AND REPAIR EQUIPMENT.

C. PAVILION IS ONE OF TWO LARGEST ON FAIRGROUNDS AND IS IDEALLY LOCATED NEAR ENTRANCE. IT HAS 3,350 SQ. METERS OF INTERIOR SPACE AND 1,000 SQ. METERS OF EXTERIOR ADJOINING SPACE SUITABLE FOR DISPLAY OF HEAVY MACHINERY, ETC.

D. COST TO EXHIBITOR OF STANDARD 3X6 .METER INDOOR STAND IS \$1,800 (ONE THOUSAND EIGHT HUNDRED DOLLARS). THIS INCLUDES: 1) RENTAL OF FLOOR SPACE (VALUE \$18 PER SQ. METER); 2) CONSTRUCTION OF THE STAND, WITHOUT CEILING, USING LOCAL MATERIALS WITH PLYWOOD WALLS PAINTED WITH LATEX, A 4-INCH CARPETED WOODEN FLOOR, 5 POINTS OF LIGHTING; AND DECORATION OF STAND INCLUDING COMPANY'S NAME ON HEADER, 3 PANELS APPROXIMATELY 1 METER SQUARE FOR PHOTOGRAPHS (THE FAIR WILL ENLARGE 8X10 INCH PHOTOGRAPHS RECEIVED FROM THE EXHIBITOR TO 1 SQ. METER SIZE FREE-OF-CHARGE), AND 3 DISPLAY TABLES; 3) STORAGE FACILITIES FOR EMPTY CONTAINERS; 4) ELECTRICITY AND WATER CONSUMPTION; UNCLASSIFIED

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5) CONSTRUCTION OF SANITARY FACILITIES FOR USE OF PAVILION EMPLOYEES AND EXHIBITORS; 6) CARPETED AISLES IN THE PAVILION; 7) SECURITY PERSONNEL AND CLEANING CREW; 8) DECORATION OF THE FACADE OF THE PAVILION; AND 9) A 120 SQ. METER AREA TO BE ORGANIZED BY THE CONSULATE INTO A BUSINESS INFORMATION CENTER (BIC) WITH OFFICE AND RECEPTION SPACE AND A CULTURAL EXHIBIT. THE OFFICE AND RECEPTION AREA WILL BE FOR THE USE OF EXHIBITORS.

E. ADDITIONAL DECORATION OF THE STANDS WILL BE AT EXTRA COST.

F. PAVED EXTERIOR EXHIBIT SPACE WILL BE AT \$14 (FOURTEEN DOLLARS) PER SQ. METER, INCLUDING GENERAL LIGHTING, ELECTRICITY AND WATER CONSUMPTION, SECURITY AND CLEANING SERVICES. FURTHER INSTALLATIONS OR DECORATIONS WILL BE AT THE EXHIBITOR'S EXPENSE.

G. CUSTOMS FORMALITIES ARE MINIMAL AND WILL BE HANDLED BY THE FAIR MANAGEMENT. NO IMPORT LICENSE IS REQUIRED. EXHIBITORS WILL ADVISE THE FAIR OF GOODS TO BE IMPORTED AND THE FAIR WILL IN TURN ARRANGE TO CABLE THE APPROPRIATE ECUADOREAN CONSUL TO ISSUE THE NECESSARY PAPERS. THE FAIR ITSELF WILL BE CONSIDERED A CUSTOMS ZONE. EXHIBITORS WILL HAVE SIX MONTHS FROM THE CLOSING OF THE FAIR TO DECIDE RE SALE OF GOODS LOCALLY OR RETURN SHIPMENT.

H. PAYMENTS AND CORRESPONDENCE: CHECKS SHOULD BE PAYABLE TO FERIAS S.A. DEPOSIT OF 20 PERCENT REQUESTED WITH RESERVATION IN WRITING. BALANCE DUE PRIOR TO OPENING OF FAIR. WE RECOMMEND ALL CHECKS, ESPECIALLY, BE FORWARDED THROUGH US TO FAIR MANAGEMENT FOR SPEED AND SAFETY OF DELIVERY. WE ALSO WILLING TO CHANNEL OR RECEIVE FROM NOW ON ANY OTHER CORRESPONDENCE ON BEHALF OF STATESIDE EXHIBITORS TO FAIR. USE FOLLOWING ADDRESS: US PAVILION, COMMERCIAL SECTION, GUAYAQUIL, DEPARTMENT OF STATE, WASHINGTON, D.C. 20520.

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4. CONSULATE, EMBASSY QUITO AND THE DEPARTMENT OF COMMERCE
READY TO PROVIDE ALL POSSIBLE SUPPORT TO EXHIBITORS, INCLUDING
RECRUITMENT, DESIGN PACKAGE, PUBLICITY, ORGANIZATION AND STAFFING
OF BIC, AMERICA DAY RECEPTION, SEARCH FOR PERSONNEL TO SERVE
AS INTERPRETERS, GUIDES, ETC., AND GENERAL RELATIONS WITH THE
FAIR. IF YOUR STATE DESIRES THAT WE RECRUIT A LOCAL AGENT TO
REPRESENT YOUR INTERESTS PRIOR TO, DURING, AND AFTER THE FAIR,
WE WILL HELP YOU FIND ONE. ALL CONTRACTING, PAYMENTS, ETC.
WILL BE BETWEEN THE EXHIBITORS AND THE FAIR. EXHIBITORS MAY
REQUEST A LARGER STAND THAN THE 3X6 OFFERED AT PROPORTIONATELY
HIGHER COST, ALTHOUGH CONFIRMATION OF THIS WILL BE SUBJECT TO
SPACE AVAILABLE. AFTER MANY NEGOTIATING SESSIONS WITH LEBED
WE BELIEVE THAT COST PACKAGE PRESENTED ABOVE IS VERY ATTRACTIVE
WITH SEVERAL CONCESSIONS UNAVAILABLE TO OTHER COUNTRIES. LET-
TER WITH FACT SHEET AND FAIR BROCHURE FOLLOWS BY MAIL.
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5. RECOMMEND THAT PRIVATE FIRMS IN YOUR STATE GROUP TOGETHER
UNDER YOUR "UMBRELLA" FOR SAKE OF CONTINUITY, COORDINATION, AND
SIMPLIFICATION OF ADMINISTRATION, INCLUDING DEALING WITH FAIR.
ALSO RECOMMEND AT LEAST ONE TRIP HERE BY REPRESENTATIVE FROM
YOUR STATE PRIOR TO FAIR, E.G. JULY, TO DETERMINE PROGRESS OF
STATE EXHIBIT, MEET FAIR OFFICIALS, AND PIN DOWN ALL DETAILS
PERTINENT TO YOUR DISPLAY.

6. WITH 15 COUNTRIES FROM BOTH SIDES OF THE ATLANTIC ALREADY
EXPECTED TO EXHIBIT, AND IN VIEW OF THE FACT THAT 1975 WILL BE
A KEY YEAR FOR PENETRATION OF THIS RAPIDLY EXPANDING MARKET, IT
WILL BE IMPORTANT TO HAVE A MAJOR US PRESENCE. ALTHOUGH WE
WOULD EXPECT TO HAVE NO TROUBLE FILLING THE PAVILION WITH PROD-
UCTS FROM US FIRMS ALREADY ESTABLISHED HERE, WE BELIEVE IT
VERY IMPORTANT TO USE THIS OCCASION TO INTRODUCE NEW FIRMS
AND THEIR PRODUCTS. UNFORTUNATELY, TIME IS SHORT AND LOCAL
DISTRIBUTORS ARE ALREADY PRESSING FOR SPACE. NEED YOUR TIMELY
REPLY.

WILLIAM F. SCHRAGE
COMMERCIAL OFFICER

AMERICAN CONSULATE GENERAL
GUAYAQUIL, ECUADOR

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